AMENDMENT AND RESPONSE TO NON-FINAL OFFICE ACTION
U.S. Patent Application Serial No. 10/689,903
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AMENDMENTS IN THE SPECIFICATION

Please replace paragraph [0046] with the following amended paragraph:

[0046]   Referring again to Figure 2, block 206 is followed by block 208, in which a set of items is received. The items can be received, for example, by the matching processor 137 from the content server device 140. The items can include for example knowledge items, such as, keywords, and documents, such as, advertisements and web pages. Each item received can have a meaning associated with it. For keyword meanings, for example, these can be determined through use of information associated with the keyword as described in related U.S. Patent Application Serial No. 10/689,903, (Attorney Docket No. 53051/288072) entitled "Methods and Systems for Understanding a Meaning of a Knowledge Item Using Information Associated with the Knowledge Item", which is hereby incorporated by reference. The meaning of a document can be determined in the same manner as described with respect to Figure 3, for example.